

***CTE Standards Unpacking
Marketing Strategies***

Course: Marketing Strategies

Course Description: This course will present strategies for optimal marketing of products and services. This class examines how marketing variables influence the decisions made by marketing managers. The course emphasizes product planning, promotion and distribution, and pricing based on theories of consumer behavior and market segmentation.

Career Cluster: Marketing

Prerequisites: Marketing Principles

Program of Study Application: Marketing Strategies is a pathway course in the Marketing career cluster, all pathways.

INDICATOR #MS 1: Students will understand the foundations of marketing strategy and their integration into the overall organizational goals and objectives.		
SUB-INDICATOR 1.1 (Webb Level: 2 Skill/Concept): Understand the role of marketing strategy		
SUB-INDICATOR 1.2 (Webb Level: 2 Skill/Concept): Integrate marketing planning with an organization's mission, vision, strategic plan, and ethical standards		
SUB-INDICATOR 1.3 (Webb Level: 3 Strategic Thinking): Identify opportunities and challenges within industry		
SUB-INDICATOR 1.4 (Webb Level: 3 Strategic Thinking): Explore careers in marketing		
Knowledge (Factual): <ul style="list-style-type: none"> -Market competition -Political and legal environment -Fundamentals of Economics -Technological influences -Sociocultural considerations 	Understand (Conceptual): <ul style="list-style-type: none"> -The integration of organizational goals and objectives and how they direct operations -How Marketing strategies help an organization navigate obstacles to accomplish goals 	Do (Application): <ul style="list-style-type: none"> -Examine the marketing environment -Discuss internal and external factors and opportunities facing the organization -Explore mission and vision statements and future goals for a company -Investigate careers in Marketing

Benchmarks:

Students will be assessed on their ability to:

- Review a business's goals and objectives and write an analysis of the impact on direct operations.
- Review an existing business case study and determine the effectiveness of the marketing strategy.

Academic Connections

ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):

ELA W.7 Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation

Math: F.IF.6 Calculate and interpret the average rate of change of a function (presented symbolically or as a table) over a specified interval. Estimate the rate of change from a graph.

Sample Performance Task Aligned to the Academic Standard(s):

-Investigate and analyze research and write a brief explanation of the findings.

-Create a graph illustrating the economic changes generated by varying Marketing strategies.

INDICATOR #MS 2: Students will learn how to establish marketing competitive advantage.

SUB-INDICATOR 2.1 (Webb Level: 1 Recall): Define competitive advantage

SUB-INDICATOR 2.2 (Webb Level: 3 Strategic Thinking): Analyze primary and secondary competitors

SUB-INDICATOR 2.3 (Webb Level: 2 Skill/Concept): Describe the importance of differentiation

SUB-INDICATOR 2.4 (Webb Level: 2 Skill/Concept): Understand positioning strategies

Knowledge (Factual):

-Competitive advantage

Understand (Conceptual):

-How application of competitive advantage leads to above average profit

Do (Application):

-Analyze strengths and weaknesses of competitors and how each differentiates itself

<p>-Competitive strategies: market penetration, product development, market development and diversification</p> <p>-Primary and Secondary competitors</p> <p>-Differentiation</p> <p>-Perceptual mapping</p> <p>-Positioning</p>	<p>-The difference between business differentiation and product differentiation</p>	<p>-Discuss perceptual mapping and how it is applied</p> <p>-Evaluate how a company provides a value to consumers that is superior to competition</p>
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Benchmarks:

Students will be assessed on their ability to:

- Locate an existing perceptual map and interpret its effectiveness and validity.

Academic Connections

ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):

ELA W.8 Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.

Sample Performance Task Aligned to the Academic Standard(s):

-After conducting research interpret the validity of the perceptual map.

INDICATOR #MS 3: Students will learn how to apply segmentation and targeting techniques to marketing decision making.

SUB-INDICATOR 3.1 (Webb Level: 2 Skill/Concept): Identify and describe various market segments

SUB-INDICATOR 3.2 (Webb Level: 3 Strategic Thinking): Identify target market(s)

Knowledge (Factual): -Segmentation variables: demographics, psychographics and life style -Targeting techniques	Understand (Conceptual): -The effect of segmentation variables on a product's life cycle	Do (Application): -Discuss how segmentation allows the marketing mix to be closely matched to specific needs and wants -Examine a potential selected target market for a particular product
Benchmarks: <i>Students will be assessed on their ability to:</i> <ul style="list-style-type: none"> Compare the target market of two given products and explain how they were segmented. 		
Academic Connections		
ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard): ELA W.2. Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.	Sample Performance Task Aligned to the Academic Standard(s): -Write a comparative expository analysis of two given products.	

INDICATOR #MS 4: Students will learn how to design an effective marketing mix for a product or service.
SUB-INDICATOR 4.1 (Webb Level: 2 Skill/Concept): Describe product line(s) or services for the target market(s)
SUB-INDICATOR 4.2 (Webb Level: 2 Skill/Concept): Create a marketing message for a chosen target market
SUB-INDICATOR 4.3 (Webb Level: 3 Strategic Thinking): Determine pricing objectives and strategies
SUB-INDICATOR 4.4 (Webb Level: 3 Strategic Thinking): Understand various strategies and levels of distribution

<p>Knowledge (Factual):</p> <ul style="list-style-type: none"> -Marketing Mix -Identify pricing strategies: price skimming, penetration pricing and status quo pricing -Level of distribution: intensive, selective and exclusive 	<p>Understand (Conceptual):</p> <ul style="list-style-type: none"> -Pricing objectives and strategies -Consequences of bad pricing strategies (e.g., shortage/surplus) 	<p>Do (Application):</p> <ul style="list-style-type: none"> -Select advertising media vehicles to reach a chosen target market, and identify various elements of the promotional mix -Establish pricing goals and identify pricing strategies -Understand various levels of distribution -Discuss the impact of technological advances on distribution
<p>Benchmarks: <i>Students will be assessed on their ability to:</i> <ul style="list-style-type: none"> • Given a budget for a product, market the product to a target market. </p>		
<p>Academic Connections</p>		
<p>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</p> <p>ELA SL.1. Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9–10 topics, texts, and issues, building on others’ ideas and expressing their own clearly and persuasively.</p> <p>Econ: E.1.7 Apply marginal analysis in the economic decision-making process.</p>	<p>Sample Performance Task Aligned to the Academic Standard(s):</p> <ul style="list-style-type: none"> -Persuasively deliver a discussion on product budget. -Interpret the results of the marginal analysis. 	

INDICATOR #MS 5: Students will learn how to evaluate the efficiency and

effectiveness of marketing plans.		
SUB-INDICATOR 5.1 (Webb Level: 2 Skill/Concept): Understand the marketing management process		
SUB-INDICATOR 5.2 (Webb Level: 2 Skill/Concept): Establish performance standards		
SUB-INDICATOR 5.3 (Webb Level: 3 Strategic Thinking): Compare actual performance to the established performance standards		
SUB-INDICATOR 5.4 (Webb Level: 2 Skill/Concept): Learn various budgeting methods		
Knowledge (Factual): -Marketing management process -Performance standards -Performance metrics	Understand (Conceptual): -The value of goal setting and measuring	Do (Application): -Determine the difference between effectiveness and efficiency -Learn how to detect differences between desired and actual performance
Benchmarks: <i>Students will be assessed on their ability to:</i> <ul style="list-style-type: none"> Working in a group, develop a marketing plan with an assigned product. 		
Academic Connections		
ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard): ELA SL.1. Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9–10 topics, texts, and issues, building on others’ ideas and expressing their own clearly and Persuasively.	Sample Performance Task Aligned to the Academic Standard(s): -Working in a group, develop and present a marketing plan with an assigned product.	